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the Unless Press

Serving Greenville, Solla Sollew, and surrounding areas.



~ Ya' Done Good, Kid ~

Since its official publication in 1971, The Lorax has dug its way into the hearts and souls of readers, spreading its influential and salient message in earnest to many around the world. March 2nd of 2012 saw the emergence of the cinematic version of the story, and ever since that fateful day a handful of fans has blossomed into a large and warm community. You all have given to us and to each other, we have given to you, and in this 50th and final issue, fans were given yet another opportunity to say "thanks".

~ We present to you their "thank you" letters. ~

~ Upcoming Events ~

New Year:

January 1st, 2016

Happy New Year, everyone! Go pop a bottle of cider and eat some 'mallows!

Anniversary:

March 2nd, 2016

Though it's a few months away, this marks the 4-year ann. of The Lorax!

Easter:

March 27th, 2016

Celebrate Easter next March, and remember: It's not just about the eggs!

Artist Spotlight!

We here at The Unless Press would like to thank and credit the artists of whose beautiful work is featured in this paper!

All artists include:

Miru667, Freakingbeanpole,
Thneedqueen, Olimarina,
Askmerler, Onestler,
Mimiyummy, Bill-eye-the-
demon-guy, Anotherler,
Oncelette, & Once-lier



ClassicTeacake

My story is by no means unique, but... back when I first joined the fandom, I wasn't in a good place. I had recently suffered some mental trauma and had sought out Tumblr as a means of helping me get through the day. Honestly, the first few tynchats I went to were the reasons I decided to stay. With the help of others in the chats, I donned the name "Teacake". The people I met there showed me kindness that I'd never expected. Willingness to listen. Compassion for one another. I fell in love with the community. Once-lings and Once-lers alike helped me break out of my shell of shyness. I cried with them over askblogs. I shared their sympathy for the characters in the stories we made. As everyone's relationships grew and blossomed, so did I. Despite never shipping Oncest, I found myself right at home in the fandom. It's over three and a half years later, and we're still going strong. Even with the wars between the fandoms, in spite of all of the hate we've received, we're still here. I couldn't be prouder of us all. Things have been stressful at times, but the good has by far...

... outweighed the bad. Bad eggs come and go, but the love and creativity among everyone here has held true since the fandom first formed. Those are things that can never be taken away from us. During my darkest hour, this fandom brought light back into my life and filled me with joy and love. I've been here since April 2012, and I won't leave any time soon because, well... I want to be here for everyone like they were to me.

I'll end this by simply saying... thank you. Thank you all so, so much.





ThneedQueen, RainbowDynasty, & Marvelous-Marka

I was a part of the Once-ler fandom since the very beginning (Summer 2012 was a good year). I think a good majority of you remember me as "theunfler" which was my handle for a good majority of my years in the fandom. Anyway, the Once-ler fandom was where I made most of my friends. Some of which I still keep in contact with to this day. I'm really proud of everybody for still keeping the fandom strong, even when people had doubts that it would end, it still went on to this very day and I'm glad to call myself a Onceling. Keep on truckin', because I believe in every single one of you!

~ ThneedQueen ~

I am so lucky to have found this community of funny, loving people. As a whole, the fandom help-

ed me through some rough patches, and I'm glad that I'm still friends with some of those individuals I met gushing over an animated character with. I really and truly wish the best to everyone who I met and those I never got the pleasure to. Know that you'll always hold a special place in my heart.

~ RainbowDynasty ~

When I first discovered this fandom in the fall of 2012, I was astounded by how unique it was. Today, I'm still astounded at how unique it still is, and how it's stayed alive for so long. This fandom hasn't been perfect, but I made some wonderful friends through it, and drawing for my askblog reawakened my passion for cartooning and animation.... Indeed, I think it's safe to say that if not for



my blog and this fandom, I wouldn't be an animation student today. Thank you for everything, fandom, and I say... let it grow!

~ Marvelous-Marka ~



Laycee Rose

Hi. My name is Laycee Rose and I'm the mod for Telepath-ler and Ask-Telepathic-Greed-ler. I never had a Tumblr blog before 2012, and Telepath-ler was actually my first blog. I joined Tumblr in order to join the Once-ler fandom. I want to sincerely thank the Once-ler fandom for these past few years. I met several good friends I now talk to every day who will probably be friends for life. There have been so many gifts and compliments, and I've just felt so welcome. When I've been upset and let people know, there was always someone there to help make me feel better. Running Tel has allowed me to improve my writing and word choice and evolved my interest in learning to draw. I have learned so much. I've had such a great time developing Tel and interacting with Sharderai, Evalana, Broadway, Henry, Overmind and other friends that he's still building a relationship with. I miss Twitch-ler, Walmart Once-ler, Knight-ler, Prince Greed, British-ler, MiniOnceler and many others who disappeared over the years with all my heart. I miss Oncelers who may yet come back like Creep-ler and Old-ler. It's been a crazy ride. This fandom puts itself into everything, evolves and adapts. I've really struggled with how to write this letter because it feels so final. I'm obviously not ready for it to be final. I can't let go of this fandom or these people. I'm ready for all this to keep going for a very long time. Don't just go. Grow. Thanks, Once-lings. Stay amazing. Love you, darlings.

Red-Lers-Not-A-Sideblog

The Onceler fandom is dead. If you Google it, there are several articles mentioning its past existence. But anything recent is just Tumblr comments explaining what the fandom was with either a tone of nostalgia or criticism, but most of them agree: it's gone now. Of course, anyone reading this would know that's simply not true and I for one am immensely glad for that. But when I started out in January, I was sure that this fandom had disappeared. I wound up here in kind of an odd manner. I accidentally found Truffula Flu through Youtube videos, and went from there to Hall Pa\$\$ before I figured out that the main part of the fandom wasn't actually gone. And

then it was only a month later that I found myself running two askblogs. Despite how new I am to the fandom, and the fact that I came in knowing absolutely nobody, I've never felt unwelcome. And that is fantastic. But by far my favorite part of this fandom comes from its basic format. Because how many fandoms exist out there where you can fall in love with characters and then go talk to them? Not any that I've ever been a part of, and honestly, I am still amazed by it some days. And I'd like to thank all the amazing artists and story-writers behind them because holy wow everyone: all your stuff is amazing! So let me close out saying I adore this fandom, and I hope to continue meeting fantastic people. Stay awesome!

Miru667

Dear Once-ler fandom, I regret not posting anything during the fandom lovefest back in summer 2012, so I'm taking this as another chance even though the fandom has changed a lot. I may not seem to be too active but in actuality I haven't missed a single day since I joined the fandom in April 2012. And I suppose that's kinda sad! But I'm actually pretty proud to be a loyal Once-ling. This October, I watched The Lorax again in a theater that was showing it for free. Although my main reason for going was simply to experience once more that glorious table crawl on the big screen, I ended up tearing up a few times throughout the movie and then crying at the end. This wasn't really because of the movie, but rather because, being aware that I was in a room full of casual movie-goers and parents who brought their kids, I couldn't help but think about how being in the fandom has made me appreciate the movie so much more than those sitting around me. I was reminded of all the headcanons and inside jokes during every scene, of our creative interpretations for each character, and of how lucky I was to have been part of the fandom during its prime. Thanks for teaching me how to laugh, for allowing me to know some amazing people, for helping me improve my art, and of course for all the great memories. Cheers to Once-ling meetups, to Skype convos, to my favourite askblogs, and to all my friends! Where would I even be without you guys?

This is a very close-knit fandom, and I know not everyone can say that it feels like we're a family, but I can at least say for myself that it feels like home.

LittleGhostyThings

Before I'd encountered the Lorax fandom, I didn't know what Tumblr was. I'd just lost some of my closest friends. Fresh out of high school, struggling through college, it was a big world, and empty at times. In early 2012 an online friend sent me a link to a Tumblr blog, someone named 'Swag-Onceler' and I immediately scoffed and rolled my eyes. It was part of that dumb 'Lorax' movie craze that hit social media practically overnight. He was cocky, somewhat idiotic... and yet... 3 weeks later I'd accumulated nearly a dozen Onceler blogs who each had a new and interesting interpretation. I created a Tumblr blog for the first time, sent silly anonymous messages to my favorite -lers, Bitter, One, Swag, later Rocky, Spook, Entre, even Audrey and GRANCH. I joined the ceremony with Gentleman Onceler when he officially 'married' into the fandom. Truffula Flu kept me up 'til 4 in the morning, rping and writing out head canons with new friends, and the crack pairings just sent my little fanboy heart flying. I created drawings and art I never thought I was capable of. I learned something new about myself and my own talents through this fandom. Years later, many of the faces that were once there have gone or changed. I've gained and lost, made some lasting friendships. With the end of one generation, a new one began. I miss the old faces of the Onceler fandom but happily welcome the new just as they've openly welcomed me back in as well. This is a strange fandom, I could honestly admit I joined on a blind whim, but somehow it's been one that's lasted for me, one I feel I belong in, and I'm excited to see what it holds in store for the future fans to come.

GhostNamedCasey

To the Lorax fandom: When I fell into the fandom, I had not even seen the movie yet. Nor had I even heard of this particular Dr. Seuss book. I got into it while I was recovering from a bout of pneumonia and had to be off work. The fact that there were so many

ask blogs and creative people running them is what inspired me to finally watch the 2012 movie and to read the book. It inspired me to write fan fiction and to let people read it. It inspired me to do a lot of things. The entire fandom was made of exquisite creativity. Everywhere I looked, there was always something new to discover or think about. I loved how one single book and movie could mean so much to so many people. I made friends, met my now ex-girlfriend, and at one point, even felt like I was a part of something. Even if it was from the sidelines, because I'll be the first to admit that I'll always be a bit of a lurker. Either way, it meant a lot to me at the time, and it still means a lot to me now in the present. Every day I see things changing and people moving on, and hey, that's okay. As long as you keep your cherished memories close to your heart, it's not as if they weren't important or a part of you at the time. So, I just wanted to say thank you to the fandom, to all the askblogs, to all my old and new friends that I've met through all of this and to let you know that you'll all hold a special place in my heart. Love, Casey

Tadashi-ler

It feels so... long ago since I've got to this fandom. I've heard of the movie (the book was never translated into my language) but I never intended to see it. Probably you can tell that my little push to this fandom was how attractive Once-ler seemed to me and the great fan arts I found. Funny thing it was my first 'big' fandom. Or the one I got into the most. I was a newcomer in the 'nerd stuff'. Just a younger girl that could only speak with broken English and her descriptions were all copy-paste from Google translator. But I got there and I should say... I just felt welcomed here. It was a community and it felt like that. I think this fandom and movie actually made me grow. How it encouraged me to make fan arts or write my own fanfics. I guess it also became my 'gimmick'. Like if somebody thinks of me, they immediately think Once-ler. Or how everything helped me so much through the bad times in my life.... And those good feelings made me stay. Even though most of my friends left,

I've never thought of leaving. I know it's not the best but I just wanted to say one thing. Thank you, Once-ler Fandom. Stay as amazing as you are c:

Bubblemagician

I don't know if this qualifies or not but I believe this has been overdue on my part and I needed to put it in words how this amazing man, Theodore Geisel has affected me. I think the Cat in the Hat was everyone's beginner reader at one point, so I basically grew up on him and Green Eggs and Ham and watched the Grinch and Horton Hears a Who. And of course the Lorax came along and took Tumblr by storm with a million Once-ler askblogs. But there's one book I read in specific that truly changed me as a person. I was in a pretty bad state last year. I was at one of the lowest points in my life. I happened to have gone to the library to get a few children's books, and I always make sure to pick up something Seuss related to help with my Once-ler's speech patterns and lore. I happened to pick up "Did I Ever Tell You How Lucky You Are?" It was a simple children's book, filled with classic Seuss style whimsical characters and silly places, meant to tickle the tongues of first and second grade children. But like all of Dr. Seuss's best works, this too spoke out to me. In his words exactly:

"When you think things are bad,
When you feel sour and blue,
When you start to get mad...
You should do what I do!
Just tell yourself, Duckie,
You're really quite lucky!
Some people are much more...
Oh, ever so much more...
Oh, muchly much-much more
Unlucky than you!"

I broke down and cried and cried, counting my blessings and understanding that I was going to be ok somehow, that I would work through my issues and be a better person. All while standing in the children's section of the local library. I promised myself I would try to somehow return the favor to our dear author, and I took all that positivity and channeled it into Face, who was my light in one of the darkest times of

my life. I can never repay that. I know this wasn't supposed to be specifically about Dr. Seuss, but I feel this is a tiny way to show my appreciation for a man who touched the lives of millions, an innovative, unique individual who broke barriers in children's literature for the best. And may he continue to inspire the future generations with his silly, but sincere stories forever.

Arrossconleche

Well, I haven't made the most friends or the most memories, but the Once-ler fandom has been a constant in my life for the past three and a half years, so I believe a few words are in order. It all started with a silly comparison between a musician and our beloved beanpole, but what really pulled me in was a drawing by Sho that appeared on my dashboard one fateful day. Fittingly enough, Sho's askblog wound up being my favorite back then. This meme of a fandom has been a funky ride full of conflicted emotions from day one. But of course, I will focus on the positive. Witnessing your talent and sharing my own work with you is such a treat. Drawing was but a vague and irregular hobby for me until I joined this community, so I owe you that. And I'm always happy when I get a chance to connect with you through any of my blogs. Pat yourselves on the back for being great. I don't know how to end this. #LetItGrow.

Yoyo-Illuser

It was an accident one day back in late 2012, while searching on Google images, that landed me onto Tumblr and smack dab in the middle of the fandom, and for that, I could not have been more thankful. With excitement I jumped right into the many different ask blogs, before having even seen the movie yet, ((Which I ran off to buy the Lorax right away)), and through the years, this fandom has always been an inviting place for me filled with creative, imaginative, and unique people, helping me grow with my art and as a

person, even to this day. I've found support, friends, and even love, all thanks to this fandom. It's funny thinking back to January 2013 me, posting my first picture to the fandom on my new tablet, how that moment would come to be so important. It was then that I met the girl who would quickly become the love of my life, and as with and because of this fandom, both of us have grown and shared so much. This fandom means the world to me. For all it has done, and all it has given. I can't thank everyone enough, of those that have come and gone, and those that still remain. I'll never forget everything that has happened, the memories that were made. Just recently I've finally gotten the courage to start up my own ask blog, opening up another new chapter in this ever growing fandom that we love so much. I find myself asking the question that is ever present in all of our minds, how bad could it possibly be? To be honest, I look forward to finding out.

Anotherler

Before the fandom even existed, I loved Dr. Seuss's works and The Lorax was no exception. I would quote lines of it freely and the 'meaning of Unless' was something very important to me. So when I actually got around to seeing the movie I realized pretty quickly that the Once-ler was my absolute favorite character. I couldn't believe myself, at first. He was embodying some of the things I've always disliked: corporate greed, capitalism and tree killers. But I couldn't help myself from admiring him on the big screen! So naturally I started drawing him a lot and looking up art of him online and somehow, I ended up in the fandom. I got into the fandom at a point in my life where I was struggling to fit in anywhere else. And unlike many other groups I'd been in, I actually felt welcome and included! I would post my own things and people would comment and laugh at jokes I'd made. In return, members of the fandom would make my day and my night with jokes and sweet comments to others. I've made a lot of awesome friends that have common interests and my wonderful girlfriend who I feel I would not have met if it weren't for the fandom. It's just a huge source of happiness for me and I can tell it's made other people happy too. The community has shown more often

than not that we all really care about each other. When we send birthday wishes, fan art and kind messages and compliments people's way. When you admire others and they become friends with you and share what they're proud of with some one who appreciates it... it truly warms my heart. I will have fond memories of this fandom forever, and hopefully more to come!

Traveling-Madness

Dear Fandom,

First of all, I can't thank y'all enough. This is the longest anything has ever been a prominent part of my life, and I think a large part of the reasoning behind that is because it's the most community centric fandom I've ever been in. I've only been here since February and already I've felt more welcome and loved than I have anywhere else. I've made some of my best friends here. I never thought I'd be as invested in a tall skinny greenbean as I am now, but my only regret is not joining sooner. Whether you're here for the blogs or the movie or the people or the Ihop breakfast, we all seem to have each others' back. I love that about us and I love every one of you.

Thank you all for being wonderful,
~Mads



With-My-Green-Gloves

I tend to wrap up my precious memories deep within the folds of their own background noises, so let's start with the music. Baby you light up my world like nobody else come on and turn me on, turn me on, turn me on, everybody loves me HOT legs daisy dukes, call me maybe move bitch dROP IT zinging through my dashboard, "Counting Out Time" by Genesis dip-and-bouncing in my headphones during walks across campus in the dark. The frenetic movements of that goofy enigma springing lively in my mind. "Move over Casanova..." MCR and Ke\$ha. "Green Gloves", the song that inspired my URL. "...watch their videos in their chairs...love their loves". I count out time in flashes: Sitting awkwardly in a chair next to my grandmother's deathbed, cranking my brain to the jokes of askblogs for comfort. My laptop lopsided on top of a pile of clothes packed too quick at bidding of bad news. Sitting sick on a hard plastic couch next to my sister who'd just been diagnosed with cancer, reading asks like a hungry animal. I was a kid just out of high school looking for the next way to redefine herself, and I had a roommate with floppy pink hair who stared at a blue website for hours, toothy grin and saucer eyes. I wanted in. Pounding on keys, clicking through 20 different tabs, not a dull moment to get bored, not a free second to think, sucked close by the atomic glow of the screen, but warmed to my bones by a thousand hearts. I forgot myself, and I was happy to. I fell in love, in more ways than one. I was never alone. We were all a dark-haired black sheep from nowhere, building something to belong.

Edwin/Mute-Mod

I witnessed the birth of the Onceler fandom back in 2012 and stayed until it slowly began to die out around 2013. And while I was not that involved with it back then, it still has a special place in my heart till this very day. It was only two months ago did I slowly begin to fall back into the fandom again after two years, thanks to a friend, who even motivated me to create my very first Onceler ask blog, Mute-ler. I was nervous at first – I thought making the blog was a silly idea and I had convinced myself

I had moved on from the Onceler fandom! However, opening Mute's blog has helped more than I could have imagined, and I am truly happy and grateful I made it. It has given me my art muse back, and through it I have met so many wonderful people from the fandom and have made new friends.... And it was those people, and Mute's blog, that helped me get back on my feet after hitting rock bottom this summer, and for that I thank you. I thank you, my friends, and the Onceler fandom, for helping me pull through, and for giving me a reason to keep pulling through. I thank you for making me happy, for motivating me to create, to write, to interact with people, and I thank you for helping me get through the day. It may sound dramatic, I am sorry if it does! But this fandom has truly done so much for me in such little time I really cannot express how I feel in words. I am grateful. I am grateful to this fandom, and all the lovely people in it, and I hope it continues on bigger and bigger!

Many thanks to all of those who submitted their
~ letters! ~



Dear Friends,

When I first saw *The Lorax*, my immediate impression was that it was not worth the \$8 bucks. The film sported beautiful aesthetics, and some moments were quite touching, but otherwise it wasn't particularly intriguing. Nevertheless, something about the film and, particularly, the character of the Once-ler caught my interest. On a search for screenshots, I happened upon a Once-ler fan page on Tumblr. One thing led to another and here I stand.

I must confess. I never imagined crying my eyes out in the bathroom out of love and appreciation for this fandom. Yet that happened... *several times*. Words do not, and shall never, express just how much I care about this community. The laughs... the tears... the heart-felt moments... the challenges... the creativity... the love.... This fandom is more than just fans, and this community is more than just people. This is a valley of friendship.

Never have I had so much fun in a fandom as I have had in this one, and I have been a member of several enjoyable and loving communities... even a moderator of one. But as wonderful as those sites were, the Once-ler fandom beats them all out as the most delightful, most memorable, and certainly the most amusing by far! From the birth of Swag-Onceler to the death of Rocky; from the water balloon fights to the Weehawken shenanigans; from Truffula Flu to High School Au; from the ask blog identity crisis to the late night tinychats; through the good and the bad, through the ups and the downs.... Every moment has been spent in an atmosphere of kindness, generosity, and happiness. I have no regrets in joining this fandom. You people are wonderful.

Let the love inside you show it; just one way to know you're worth it. Let it grow...

- Pluto



Speak for the fans!

We've reached the end! Our time is gone. Farewell to our beloved song. Though sweetly we've flown through the sky, now comes our turn to say good-bye. But though departure loometh nigh, we won't forget our friends. Not I! The warmth with which you've greatly shared, gives us hope and life well fared. So long, my fellows. Au revoir! We'll be around, be it near or far, To all you Once-lings, high and low! Plant a seed, and let it grow!!

~ Let it Grow! ~

